

BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION
DOCKET NO. 080002-EG
DETERMINATION OF CONSERVATION COSTS RECOVERY FACTOR

Direct Testimony of
MARC S. SEAGRAVE
On Behalf of
FLORIDA PUBLIC UTILITIES COMPANY

- 1 Q. Please state your name and business address.
- 2 A. Marc S. Seagrave: my business address is 401
- 3 South Dixie Highway, West Palm Beach, Florida
- 4 33401.
- 5 Q. By whom are you employed and in what capacity?
- 6 A. I am employed by Florida Public Utilities
- 7 Company as Director of Marketing and Sales.
- 8 Q. What is the purpose of your testimony at this
- 9 time?
- 10 A. To Advise the Commission as to the Conservation
- 11 Cost Recovery Clause Calculation for the period
- 12 January, 2009 through December, 2009.
- 13 Q. What respectively are the total projected costs
- 14 for the period January 2009 through December,
- 15 2009 in the Consolidated Electric Division?
- 16 A. The total projected Conservation Program Costs
- 17 are \$554,331. Please see Schedule C-2, page 2,
- 18 for the programmatic and functional breakdown
- 19 of these total costs.
- 20 Q. What is the true-up amount to be applied to
- 21 determine the projected net total costs for the

1 period January, 2008 through December, 2008?

2 A. As reflected in the "C" Schedules, the true-up
3 amount for Consolidated Electric Division is
4 \$43,660. The amount is based upon seven months
5 actual and five months estimated data.

6 Q. What are the resulting net total projected
7 conservation costs to be recovered during this
8 period?

9 A. The net total costs to be recovered are
10 \$597,991.

11 Q. What is the Conservation Adjustment Factor
12 necessary to recover these projected net total
13 costs?

14 A. The Conservation Adjustment Factor is \$.00074
15 per KWH.

16 Q. Are there any exhibits that you wish to
17 sponsor in this proceeding?

18 A. Yes. I wish to sponsor as exhibits for each
19 division Schedules C-1, C-2, C-3, C-4, and C-5
20 (Composite Prehearing Identification Number
21 MSS-2), which have been filed with this
22 testimony.

23 Q. How does Florida Public Utilities plan to
24 promote the Commission approved conservation
25 programs to customers?

26 A. These programs will be promoted through the
27 continued implementation of the company's "Good

1 Cents" branding.

2 Q. What is the "Good Cents" branding?

3 A. "Good Cents" is a nationally recognized,

4 licensed energy conservation branding program.

5 This program is fuel neutral by design and has

6 been successfully utilized by approximately 300

7 electric and natural gas utilities located

8 across 38 states from Maine, to Florida to

9 California and Washington.

10 Q. How does Florida Public Utilities utilize this

11 branding?

12 A. Florida public utilities has successfully

13 leveraged the Good Cents marketing by other

14 utilities in northern Florida and southern

15 Georgia since approximately 1980 and has built

16 a high level of awareness within these electric

17 territories. The Company uses the "Good Cents"

18 branding to create an awareness of its energy

19 conservation among consumers, businesses,

20 builders and developers.

21 Florida Public Utilities will leverage the high

22 visibility brand, well established national

23 image of quality, value and savings,

24 established public awareness, and proven

25 promotional lift (average 11%) to build

26 participation in our residential and commercial

27 energy conservation programs. We will apply

1 the branding strategy to promote activities via
2 broadcast and print media, educational events
3 and collateral materials. Through this
4 branding, end users and decision makers can
5 readily identify where to obtain energy
6 expertise to assist them with their energy
7 decisions.

8 Q. Has Florida Public Utilities Company included
9 the estimated cost of the campaign in the
10 projected costs associated with the
11 conservation programs?

12 A. Yes, the estimated cost of the campaign and
13 services are included in the budget projections
14 for 2009.

15 Q. Does this conclude your testimony?

16 A. Yes.

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